



AMERICA rides the BUS

This brochure provides information on the positive development and direction of the bus industry today, as well as on the broad-based need the bus industry fills in American communities.

The brochure has been underwritten by the private sector business members of the American Public Transportation Association.



*F*rom coast to coast, America is riding the bus.

Last year, people took nearly 6 billion bus trips. Why? Buses are convenient. They offer routes that can respond to passenger demand. They're accessible in urban, suburban and rural areas. They take cars off the road, help unsnarl traffic congestion and contribute to environmental quality. They're comfortable and modern. And they go where riders need to go every day of the year. What's more, the public agencies that operate these buses work hard to make sure riders get what they want, not only in terms of service and information, but also through a host of programs.

Public transit buses are woven into the very fabric of our communities. They're part of the action on America's special occasions...joining in the parade on Martin Luther King Day...standing by for Halloween fun...giving free rides on New Year's Eve...helping get voters to the ballot box on Election Day...getting to and from sporting events. There is no doubt about it: the bus is better than ever. It's all part of the renaissance in public transportation. For millions of people all over America, the bus has become the better way to go.



Reliable Services

Keeping America Mobile

All across America, people are constantly on the go, traveling countless miles in a round of activities that make up their daily lives. Quietly, in community after community, the public transit bus is satisfying those travel needs—perhaps more than anyone realizes. Millions of people in cities find the bus an ideal complement to rapid rail transit, allowing the modes to function together in integrated multimodal systems. Commuters from New York to Honolulu relax, read the newspaper, catch up on work, while riding safe, comfortable buses through rush-hour traffic.



Providing a Lifeline of Service

For some riders, public transit is their ticket to the world. A web of public bus, paratransit and demand-response “dial-a-ride” services provides a veritable lifeline of service. Day and night in every part of the country, you’ll see a kaleidoscope of customized public buses serving different kinds of people. A senior citizen in Redding, California, relies on the Redding Area Bus Authority (RABA) bus to make her 10 A.M. cardiologist appointment...in Louisville, the Job Hunter bus brings area residents to job interviews...during the summer, grade-schoolers in Reno use their Freedom Passes to ride the bus to the public library...late-shift employees in Miami doze as the Night Owl drives them home. And the list goes on.



6:00 a.m.

As day breaks, early-bird commuters ride NJ TRANSIT.

Driving The Future

Why is the bus so popular? Because dedicated industry professionals keep it attuned to riders' changing needs. Contrary to popular belief, bus emissions are clean...and getting cleaner, thanks to proactive bus manufacturers and engine producers. Near-zero-emissions hybrid electric buses have already been introduced in New York and California; and in cities around the country buses fueled by compressed natural gas are on the roads, helping to cut down traffic congestion while keeping the air clean.

Maintenance departments are using higher-tech preventive maintenance strategies, increasing training and streamlining their workflows to improve safety, reliability and the appearance of their fleets. Today, with security issues more important than ever, bus operations directors are working doubly hard to assure uninterrupted service, additional safety equipment and added mobility in times of emergency.



Well before dawn, NJ TRANSIT buses are on the road, carrying nearly a quarter of a million riders a day to points in New Jersey, New York and Pennsylvania. Passengers relax in new ergonomically designed S-back reclining seats and catch up on a little reading, thanks to light-emitting diode reading lamps. A public address system, both inside and outside the bus, keeps them up to date with key bus service information. NJ TRANSIT is the third largest transit system in the country, and provides bus, rail and light rail services for 352,000 daily commuters.





Transit Facilities

A Plus for the Community

Public transportation agencies are building new facilities that benefit riders and the community. It's happening all across the country.

Thanks to a public/private partnership, Bostonians will enjoy some 250 new bus shelters throughout the city as part of the Boston Coordinated Street Furniture Program, a multimillion-dollar capital investment—funded through advertising—integrated with street furniture elements. Operating one of the country's largest fleets of compressed natural gas buses, Los Angeles recently added three more refueling stations, with more on the way.

More and more communities are designing their streets and intersections with the bus passenger as a primary consideration, resulting in a transit-friendly environment for the rider.

Investment isn't just related to the major cities. In the early 1990s, Chattanooga Area Regional Transportation Authority (CARTA) invested in the future of Chattanooga, Tennessee, with the purchase of two small electric shuttle buses. Today CARTA operates one of the country's largest fleets of electric buses on a high-frequency, free, downtown shuttle route.





10:00 a.m.

Patients take Transit Authority of River City (TARC) buses to a dialysis center in Louisville.



In Beaver County, Pennsylvania, the \$14 million, 80,000-square-foot Expressway Travel Center recently opened, housing Beaver County Transit Authority's expanding bus fleet and a Customer Information Center. And in Santa Monica, California, the Big Blue Bus is advancing bus transit's future through investment in a \$12 million downtown transit mall project, complete with exclusive transit lanes, improved lighting and state-of-the-art transit amenities.

Likewise, bus rapid transit (BRT) is promising to revolutionize public transportation, with its high-frequency service featuring superior passenger amenities along exclusive rights of way. Features such as bus stations, level boardings, off-board fare collection, and traffic signal priority lead to a much more satisfying rider experience. In just a few short years, this new mode, considered midway between light rail and traditional bus service, has significantly expanded its presence across the U.S.

A TARC 3 paratransit van takes a patient to dialysis appointments at the Louisville Renal Group three times a week. The paratransit service of the Transit Authority of River City (TARC) in Louisville, Kentucky, currently provides 120 dialysis patients annually with weekly rides to their appointments in a network of 12 greater Louisville dialysis centers.

Provided by Laidlaw Transit Services, Inc. and American Red Cross WHEELS, TARC 3 paratransit service features 74 vehicles and functions separately from TARC fixed-route buses, which are fully accessible and available to individuals with disabilities. TARC serves about 60,000 customers a day with a total fleet of 337 paratransit vehicles and fixed-route buses.



Partnering for Success

Supporting America's Growth

Today's public bus agencies want to help their communities grow. Flexible routing and innovative deployment techniques further enable transit agencies to bring employees and employers together. In Silicon Valley, where America's high-tech industry depends on a commuter workforce, public shuttle buses bring employees directly from rail transit stations to more than 100 companies. Through inexpensive, reliable access to job training, jobs and childcare, the public transit bus has helped open up the world of work to low-income employees, disabled workers and welfare recipients. All across the country, the bus is creating a win-win situation: realizing economic growth for individual workers, whole businesses and entire communities.

Partnering for Mobility

One of the greatest success stories of ridership growth is the partnerships public transportation companies have formed within their communities. Atlanta's Metropolitan Atlanta Rapid Transit Authority (MARTA), which operates more than 1,500 miles of bus routes in addition to rapid rail service, has a Partnership Program with over 100 employers, including major corporations, hospitals, hotels, governmental agencies and not-for-profit organizations. Honolulu's BONUS! (Bus ON US) program, which involves some 60 employers and serves more than 6,000 employees, has initiated a hassle-free, transit-pass-by-mail program using the Internet to cut down on administrative tasks.

Some transportation agencies are even partnering to build bus ridership into future real estate developments. Pennsylvania's Centre Area Transportation Authority (CATA), for example, is working hard with Penn State University and the municipalities it serves to assure that bus pullouts and bus stops are designed and built into new shopping centers, residential complexes and commercial centers—from the beginning.





3:00 p.m.

U. PASS scores high marks with university students on their way to class.



In the second year of the Metropolitan Transit Authority of Harris County's (METRO) U. Pass Program, ridership jumped more than 50 percent. The popular program enables university, college and technical school students to ride METRO buses for free. The U. Pass Program was expanded in 2001, with 134,500 free passes distributed to 42 campuses. The program has gotten rave reviews from students, teachers and community leaders for reducing students' out-of-pocket costs in gas and parking, and helping to improve Houston's air quality.





Technology

Moving Ahead

Since the Intermodal Surface Transportation Efficiency Act (ISTEA) was passed a decade ago, new technologies have enabled buses to become safer, lighter, more efficient, more durable, and easier to service—offering dramatically improved driver and passenger satisfaction. Bus manufacturers have been

responsive to their clients, bringing new generations of buses to cities throughout North America. Many of the new features, like light-emitting diode (LED) lights, multiplexing and adaptive shift, are on the cutting edge. Extra sound insulation, vibration dampening, and electronic adaptive transmissions have made for a smoother ride.

■ Lower Emission Technologies

Liquid and compressed natural gas, ultra low-sulfur diesel and hybrid electric technologies are enabling buses to run cleaner and more efficiently. Over the past 10 years, bus emissions have been reduced by 95 percent, contributing greatly to cleaner air, and fuel consumption has been improved by 30 percent. SunLine Transit in Thousand Palms, California, was the first system in America to convert totally to an alternative fuel fleet. Systems are also shifting to hybrid electric vehicles—New York City Transit has recently purchased over 300.

Buses are more environmentally friendly in others ways, as well. They use more recyclable materials and materials that are better for our world, such as synthetic oils and Freon-free refrigerants.

■ Added Passenger Comfort

Passengers on today's new commuter buses appreciate the increased use of padded and reclining seats, slip-resistant floors and overhead lights and overhead package racks, along with air conditioning and other amenities. Plus, spacious interiors, low-floor designs, wide doors, roomy aisles, flip-out ramps and kneeling features assure that buses can easily accommodate all riders.

■ Driver ergonomics

Ergonomically designed drivers' compartments, adjustable air-ride seats and tilt-and-telescoping steering columns all enhance the comfort and performance of the driver while reducing driver fatigue. Wraparound front windshields reduce interior glare and improve drivers' fields of view.

■ Smart Buses

Today's buses incorporate many Intelligent Transportation Systems to assure free-flowing traffic and an informed public. From Global Positioning Systems (GPS) and digital communications, to automatic stop announcements and smart-card fare collection systems, buses make the most of high-tech developments. Thanks to GPS and Automatic Vehicle Locators, public bus agencies can track, contact and effectively manage their fleets, while bringing real-time information on arrival times to passengers at bus stops, over the Internet and on their wireless communication devices.

■ Better Lighting and Heating

Electronically controlled interior lighting improves both safety and visibility and lets riders read and work. As bus doors open and close at stops along the route, computer-controlled zoned heat-

ing adjusts temperatures to comfortable levels. Light-emitting diode (LED) exterior traffic signal lights have reduced accidents by improving visibility for other drivers.

■ Improved Maintenance

While the bus makes its rounds, computer-controlled diagnostics are working to identify any problems before service is affected. Thanks to modular systems design and easily accessible maintenance items, along with innovative ideas such as quick-change skirt panels and engine cradles, problematic components can be quickly removed and replaced, increasing bus uptime.

■ Safety and Security

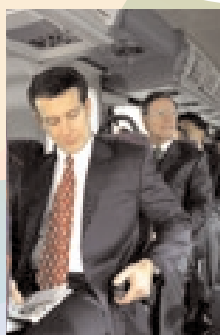
Today's buses are more secure than ever. Around the country, many buses are equipped with video surveillance cameras and high-tech two-way radios to reach police and emergency medical services. Public bus agencies are also stepping up their police patrols and creating partnerships with community and local law enforcement organizations to assure a safe operating environment.



7:30 p.m.

Reno residents take the bus for a night on the town.

Gamers and tourists often choose the bus to get to casinos and other area attractions. The Regional Transportation Commission (RTC) of Washoe County serves more than 25,000 riders a day with a fleet of 65 buses. During peak hours the RTC operates 52 Citifare buses and four PRIDE coaches, which provide service between Reno and Carson City. Special RTC promotions, like that created with the Reno Hilton for guests participating in a major international bowling tournament in downtown Reno, offer added convenience for visitors.





Outreach

In Touch with America's Communities

Bus operators are continually seeking new and better ways of serving the community. First and foremost, customer satisfaction is a top priority. Automated communications may be the wave of the future, but agencies know that well-trained, courteous bus drivers and customer service staffs are on the front lines. And today's bus agencies speak the community's language—whether it's English, Russian, Japanese or Spanish.

They're also constantly improving their image, appeal and effectiveness. Teens in Tempe, Arizona, now have their own website to keep up to date with bus routes and local events. In Clearwater, Florida, Pinellas Suncoast Transit Authority (PSTA) passengers are impressed with a brand new easy-to-read route map with points for local landmarks. School-age Knoxville Area Transit (KAT) riders in Knoxville, Tennessee, are eligible for the very affordable Super Summer Pass, good for unlimited rides around town.

Listening...and Reacting

Transportation agencies now consider themselves part of the community and value the community's input. Special meetings, newsletters or websites get the word out—and get feedback—on service improvements and capital projects. Today's agencies are listening...and giving riders what they ask for...and more.

Do bus riders want special destination service? LAKETRAN buses bring Cleveland-area sports fans to the stadium to cheer on their home teams in baseball and football. Do riders want to bring their bikes aboard? In 1995, Honolulu's TheBus began a pilot program to place bike racks on certain buses. The response was so enthusiastic that bike racks were installed on all buses, and the program now represents its fastest growing ridership segment. How about childcare? Aided by a federal grant, CityBus in Lafayette, Indiana, opened a childcare center for its riders and employees in 1998—that success inspired a second childcare center, which is scheduled to open in 2002.





2:00 a.m.

Mechanics work into the wee hours, readying Orange County Transportation Authority (OCTA) buses for another busy day.



The OCTA maintenance facilities in Garden Grove, Anaheim and Irvine—a fourth center is in development in Santa Ana—fuel, maintain and clean OCTA's fleet of buses. While Orange County is known for its freeways, more than 60,000 residents a day ride OCTA buses. During peak hours OCTA puts more than 460 buses on 80 routes. And because ridership is growing, OCTA has approved a 49 percent increase in bus service by 2015.





Tomorrow's Buses

Adapting to the Future

What will tomorrow's buses offer? If progress to date is any indication, America can look forward to buses that are even more efficient, attractive, quiet, reliable and environmentally friendly. With continuing improvements in engine designs and emission reductions, as well as new technologies such as hybrid electric buses and fuel-cell-powered buses, emissions will keep diminishing—and in some cases reduce to zero. Through real-time security information and accident-avoidance systems, buses will be even safer. Programmable drive features, precision steering, docking and electric brakes will make for even smoother rides.

Bus passengers will enjoy numerous other advances—from on-call residential service and flash-card fare collection to real-time information systems and flexible interiors featuring light-sensitive glass windows. Thanks to a round of improvements, from new, lighter-weight, vandal-resistant materials to self-diagnostic systems with wireless links to bus maintenance centers, buses will be more reliable and economical to operate.

As buses and bus services get better and traffic gets worse, ridership will continue to increase. Now and in the future, America can count on the bus.



Photo Contributions:

Bus Manufacturers

Advanced Vehicle Systems, Inc.
Blue Bird Corporation
Champion Bus, Inc.
Chance Coach Inc.
DuponTrolley Industries
ElDorado National Co.
GILLIG Corporation
Glaval Bus Inc.
Motor Coach Industries
NEOPLAN USA Corporation
New Flyer
North American Bus Industries, Inc. (NABI)
Nova BUS
Orion Bus Industries
Thomas Built Buses, Inc.

Transit Agencies

Beaver County Transit Authority, Rochester, PA
Capital Area Transportation Authority, Lansing, MI
City and County of Honolulu Department of
Transportation Services, Honolulu, HI
Chattanooga Area Regional Transportation Authority
(CARTA), Chattanooga, TN
LAKETRAN, Grand River, OH
Lane Transit District, Eugene, OR
Los Angeles County Metropolitan Transportation Authority,
Los Angeles, CA
Metropolitan Transit Authority of Harris County, Houston, TX
NJ TRANSIT, Newark, NJ
OC Transpo, Ottawa, ON
Orange County Transportation Authority, Orange, CA
Pace Suburban Bus Division of RTA, Arlington Heights, IL
Pierce Transit, Tacoma, WA
Port Authority of Allegheny County, Pittsburgh, PA
Regional Transportation Commission, Reno, NV
Santa Clara Valley Transportation Authority, San Jose, CA
Santa Monica's Big Blue Bus, Santa Monica, CA
Transit Authority of River City (TARC), Louisville, KY

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